Summary of research findings

Characteristics of the 'ideal' PM

- Standing up for Britain and the British people
- Having vision, values and drive
- Being effective at getting things done
- Honesty and integrity in keeping promises
- Being 'in touch' with ordinary people
- Being accountable and open

Blair

- Lies and spin
- Broken promises
- Out of touch
- Arrogant
- Too focussed on overseas issues

GB: strengths

- 'Solid, Sincere and Strong'
- Economic record
- Honesty and integrity
- Strength of purpose
- Un-spun and un-flashy: 'normal'
- Strong sense of values and beliefs
- Consistent approach – solid and reliable
- Intelligent
- The right policy focus: more 'on your side' – focussed on domestic issues and known to disagree with TB on key issues, eg Iraq and top-up fees

GB: background

- Grounded: comes from ordinary background; strong family growing up and strong family now.
- In touch: uses NHS and went to a state school
- Clever: gifted child, rapid academic progress
- Integrity: does not use perks and grace-and-favour homes

GB: weaknesses

- Humourless
- Dour
- Moody
- Aggressive
- Unapproachable
- 'Two-dimensional': economics focussed and jargon
- Would he be 'Old Labour' eg, on taxes and relations with the unions?

GB: Tory attacks

- Brutal
- Extreme
- Old politics
- Of the past
- Confrontational
- 'Roadblock to reform'